

**IN FOODTURE WE TRUST**  
**Heinz R. Gisel**  
**Nutrition for Body and Soul in Times of Troubles**



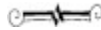
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*In Foodture We Trust*  
*Nutrition for Body and Soul in Times of Troubles*  
by Heinz R. Gisel  
Printed in the United States of America  
ISBN 978-1-62419-969-1

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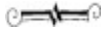
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## PROLOGUE



This book is not about food – it is about Life – about living a purposeful Life! Its intent is for us to reconnect with the true meaning of our Being here and to appreciate what was given to us to have Dominion over - Beauty, Form, Structure and Color, Light, Fauna, Flora, Water, Wind, Earth, Fire - the Senses to perceive it all and the Wisdom to make use of these properties.

Our post-modern society lifestyle is hurried like never before, we are under unprecedented, unrelenting pressure, and despite all the cutting-edge communication tools, we feel increasingly isolated, lonely, and unappreciated, and we yearn for purpose and meaning. Despite all amenities, we socialize less, have fewer or no confidants and communion with others; we rarely sit down, unencumbered, at a table to eat, drink and chat together, and seldom do we prepare a meal ourselves and reflect on where the food comes from.

These cumulative deficiencies are making us sick, but we can no longer afford to have down-time, therefore, we resort to drugs so we can quickly pretend we are productive without limitations. We have to fake vitality and we have to fake life, the society has no time for sick or needy people, or those that do not meet their expectations. Yes, we reach older age than our ancestors, but the quantity comes at the immense sacrifice of quality in life that is deteriorating at a rapid pace. We have no family members to rely on when we are old; stripped of the ability to feel trust and affection, we are shoved off to nursing homes with the dire consequences of hopelessness and despair.

We are trying to define our personality for the people we interact with: we have the work lives, the family lives, the leisure lives, and on Sunday we have the spiritual lives – honest or just pretending - and each of the personalities is isolated. We have lost the overarching unity of these personalities, and thus the meaning of life. If we can re-unite with our Higher Authority, with the Creator, we will be filled with gratitude and awareness of Nature and Environment.

This will turn our lives around - our Health improves, we regain Vitality, Contentment, Friendships and Beauty. Why? Because we intuitively stop compulsive action and we will do things consciously again, we realize that Health starts at the Dinner Table and not at the Doctors' office. While this Book is critically reflecting on fraudulent claims, deceived, corrupt politics, industry lies, doctors who don't care for patients, and selfish professionals, it is merely to portray how we are being hoodwinked into actions we would not do otherwise; there is no finger pointing and no assignment of guilt to singled-out groups or individuals. Names are cited are for the sake of clarity in context only, in fact, all names mentioned are in the public domain. Awareness and knowledge of the real enemies of our Health allow us to no longer fall prey to commercial hype and pressure that is hazardous to our Health and Well-being. This Book will guide you through the process of revitalizing in an inspiring way, by making you understand what Nature intended and how we got to this corrupted state and – most importantly – how to regain your purposeful Life.

### IN DOCTORS WE TRUST – WITH ALACRITY



**We make provisions for this life as if it were never to have an end, and for the other life as though it were never to have a beginning.**

*Joseph Addison*

For many years, Addison and I were both managers at a medical devices company. We met many times at different places in the world, and attended conventions and company retreats. We had a good life back then, staying at beautiful resorts for meetings, with ample time for recreation. Addison, a passionate golfer, tennis player and runner, was in good shape and looked much younger than his sixty years on the birth certificate. We enjoyed many great banquets and sumptuous dinner parties in venerable mountain and seaside resorts; nevertheless Addison was a rather modest eater, preferred the healthy treats, and showed no sign of gaining excess weight.

Then the company merged and in the wake, our paths separated. Occasionally we met at conventions, but working with different companies, our interactions became sparse. Many years later, during a stopover at Los Angeles Airport, I decided to give Addison a call, just to hear how he was doing. I learned that he had retired, and was doing a bit of freelance consulting, playing golf, doing yard work and enjoying his grandkids. He couldn't run anymore, as he had some knee surgery done, but other than that he was feeling fine.

Oh – and by the way – Addison said: “The doctor said I should get ready for dialysis, and he asked me to sign up for a kidney transplant, as there is a five-year wait list.” This struck me like lightning from a blue sky, not just because of the gravity of this medical state, but more so because he broached this news as if he was talking about getting a new haircut. Upon regaining my composure, I asked him about the history that developed into this grave situation. I learned that he had been on prescription drugs for nearly 20 years, all to control his high blood pressure. During the course of the treatment, the initial drug – a diuretic – had lost its effectiveness, so he was given an additional blood pressure drug – an ACE Inhibitor that has different functions in the body. Then he was also prescribed a Beta Blocker drug and eventually a Calcium Channel Blocker – altogether, four different functional drugs prescribed to treat one and the same condition: high blood pressure.

Apparently, the doctor had told Addison that kidney failure was a normal predicted result of taking these drugs, and he would just have to live with it. Thus dialysis would be next, but that wouldn't work for very long, so he'd better get in line for a kidney transplant. I asked the ostensibly obvious question: did any doctor ever ask about the cause of high blood pressure? No one ever did! One doctor told him that high blood pressure is a normal side effect of aging, period.

Still shaken by disbelief and disenchantment, I remembered that Addison's two kids are both medical doctors, one of them a cardiologist. Obviously, within the family his situation would have been discussed, the cause and all the treatment options investigated – right? Not at all. High blood pressure, so what – this is a common condition, and – yes of course, renal failure is a side effect, everyone knows it.

OK – let's take a somber look at this, Addison's symptom was treated for 20 years; the first drug failed, the second drug failed, the third drug failed, and with the fourth drug the symptom didn't go away, only his overall health. He was given more drugs, and all drugs together – to no avail. No one ever bothered to ask, why does this person have high blood pressure? Had anyone ever asked the question and consequently tackled the cause, thousands of dollars wouldn't have been funneled to pharmaceutical companies, and the man would have enjoyed a higher quality of life, he wouldn't have had to submit to debilitating dialyses, and no transplant would be necessary, saving hundreds of thousands of dollars. Most people don't even realize that an organ transplant will keep you dependent on heavy anti-rejection drugs, and diminishes your life quality and independence for the rest of your life.

What do we learn from this other, than that the billions of dollars drug companies spend on advertising really works? Would we accept this dismal performance from anyone other than doctors? If a plumber or an electrician would do the same at your house, would you accept it? You are calling the electrician because you have a short circuit in your home, he tells you that this is normal because your home is getting old, and he is replacing the fuse. After a few days, the fuse blows again; the electrician comes by, giving you a new, stronger fuse. Yet the same happens again, the fuse blows. This time, the electrician gives you a different brand of fuse, but he never spends any time searching for what's causing the short circuit. As to expect, every time he visits, he charges you for time and material. Just how long are you putting up with this, sign a check every time, and continue to fear your house could burn down? Would you conclude that the electrician has a vested interest in selling you fuses for as long as possible, and charge for time doing nothing?

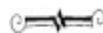
Of course you would, so how did we get hoodwinked into accepting the same shoddy workmanship from the medical profession? Worse, we not only accept it, we don't even venture to ask questions when the doctor stands at the door, one hand on the doorknob to let you unmistakably know: "henceforth you are stealing my time." Could it be that the doctor has an interest in selling you drugs and charging for repeat office visits to reissue prescriptions - rather than because of time constraint? Isn't it bizarre that we would never let the plumber or electrician off the hook, but don't dare to question the doctor about our own and only health? Addison never even considered the possibility that the way he was treated could have been negligent - because that is the standard care we were thought to expect in the U.S. healthcare system.

Have we been brainwashed into believing our body is the sum of many interchangeable parts? If one part doesn't work, don't even fix it - just replace it. I hear people talking about getting a new heart like they are talking about replacing the timing belt in their car. Women are oblivious to silicon pouches implanted in their bodies to show off what they believe will make them more attractive, and many will voluntarily toss their natural lenses for plastic disk eye implants that promise they will see sharper. I know parents who had given their daughter surgical breast implants as a high school graduation present! I have heard recruiters coercing job seekers into getting plastic surgery to increase their employability, and I have witnessed twenty-year-old girls seeking laser treatment for removing wrinkles that did not exist.

All this is acceptable if it helps people live happier lives, increases quality of life, and creates healthy societies, but it doesn't do that. Instead, it increases the pressure. It is all about "Now," not later - this "instant gratification" mentality leads us to switch off the brain that signals caution: what about later, what price do we pay for it eventually? I recall people saying, "I don't care what's in five years, by then they'll find a cure for whatever side effects occur..."

That is how intense the perceived societal pressure has become. If this is the state of our society, and we are yearning for those times when we were not only allowed but encouraged to be ourselves and life had more values than just money, we have to take a brief look at how we transcended into this situation.

## THE COMPULSIVE QUEST FOR BECOMING A TEMPLATE



**An observation that has frequently puzzled me is that my pleasure in an obviously superior aesthetic result of a surgical alteration in appearance is sometimes not shared by the patient. Conversely, a result that leaves much to be desired from a purely aesthetic point of view is sometimes greeted with elation by the patient.**

*Julien Reich, M.D. Plastic Surgeon<sup>1</sup>*

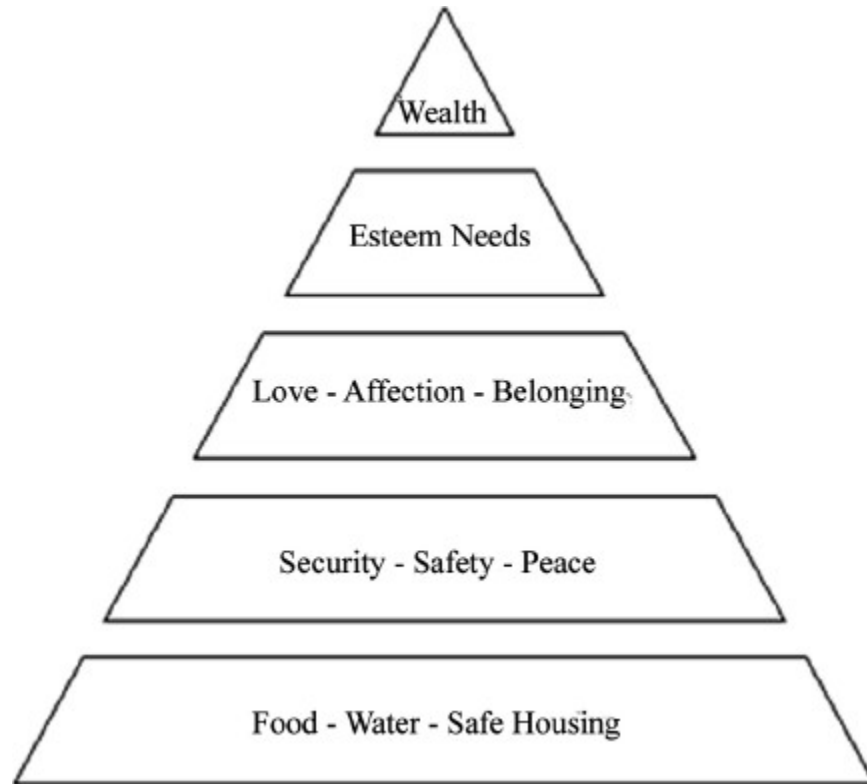
When you flip your TV channel in the U.S. to *CNN*, you may notice that the dress code for male newscasters at that network does not stop short of including hair. In fact, it seems that a bald head is unfit to convey the news to the American viewers, because you'll never see one. This applies to the other networks too, but *CNN* is going to the extreme to squeeze a presenter into the *CNN* mold, no matter how ugly the artificial hairpiece or the poorly applied instant blond dye over gray hair appears. Any method of faking hair, never mind how ill-suited and disfiguring, the person is acceptable to *CNN*, and having naturally no hair is not.

Clearly, the network must have researched what appeals to the viewers it intends to reach, so by their standard, viewers prefer a mismatching, obviously false hairpiece over the natural, unadulterated appearance of a person. So if they have to "tune" people to appeal to their viewers, how do they dress up the news content to hit viewers' expectations? Notably, other networks in Europe and Canada feature bald men as news anchors, and it seems their viewers are not complaining and the stations rating are not going down.

When you wait in line at the checkout of a supermarket, you can't avoid noticing the ostensibly placed magazines whose covers feature people that only vaguely resemble the real person. That person, mostly a scantily dressed woman, is never good enough the way she is, no matter how beautiful. *PhotoShop* can always "improve" the features to fit the consumers' perceived template for a sexy woman. The idea is that you buy the magazine because you want to know how you can look like that template.

Then, of course, no one will ever achieve the idolized template look, but the question is: how much damage is caused by the mere attempt? There is no harm in wanting to shed some weight to look as slim as "her," or to build muscles like this bodybuilder icon. But chances are we become compulsive in the effort, and resort to irrational means to satisfy the urge for instant results that is the fertile ground on which "miracle diets" and steroids are sprouting. This is one example where we see the causal relationship between looks and health. We may not consciously care about our own health – but we are concerned with how we look and how others perceive how we look. To like the way we look, we better mind our health first.

It seems that the societies in wealthy countries have spawned a hierarchy of perceived needs, based on abundance of everything and the absence of critical needs that have peaked into today's status quo. Evidently, this development seems only possible in peace times, because any act of war, or even a natural catastrophe, would reset our needs as we have witnessed in times immediately following 9/11 and Hurricane Katrina.



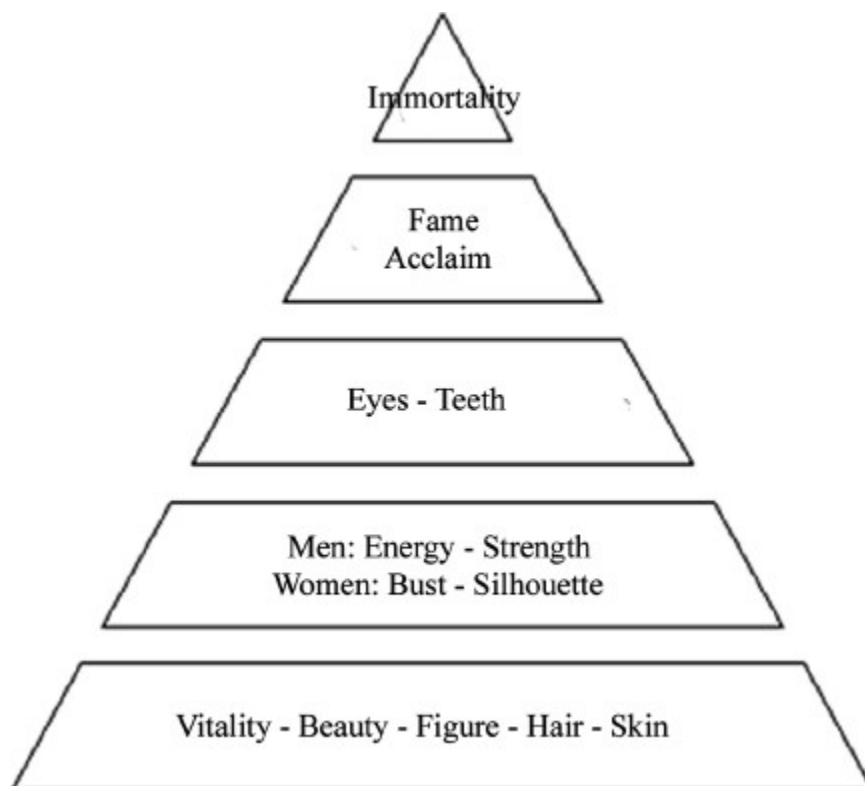
**Pyramid of Needs of 1943**

*by Abraham. Maslow*

*Maslow's* famous textbook, *Pyramid of Needs*, has survived more than three generations, but its validity is still fundamentally unchallenged. It holds that if a person's fundamental needs, Food, Water and Shelter are not met, everything else is meaningless.<sup>2</sup>

William Booth, the founder of the *Salvation Army*, attested to that fact already in 1865; he found that preaching to the hungry of East London was futile; only after their bodily needs were met were they receptive to the spiritual food. Booth's "personal idea of true religion" was appropriately capsulate into the slogan: "soup, soap and salvation."<sup>3</sup> The higher needs in this Maslow hierarchy only come into focus when the lower needs in the pyramid are satisfied. Once an individual has moved upwards to the next level, needs in the lower level are no longer the priorities. However, if a lower set of needs is no longer met, the individual will temporarily re-prioritize those needs by focusing attention on the unfulfilled needs, but will not permanently regress to the lower level. For instance, a businessman at the esteem level who is diagnosed with cancer will spend a great deal of time concentrating on his health (physiological needs), but will continue to value his work performance (esteem needs) and will likely return to work during periods of remission.

Now, near the close of the first decade in the 21<sup>st</sup> century, few people are concerned with these most basic of all needs. In fact, our society that considers organ transplants a civil right, and elective surgeries an essential lifestyle investment, wealth – the pinnacle of Maslow's pyramid – becomes the underpinning of the Supremacy Pyramid, where we deduce a healthy body, education, living with no unfilled needs, freedom, peace, safety, and security are a basic birth right:

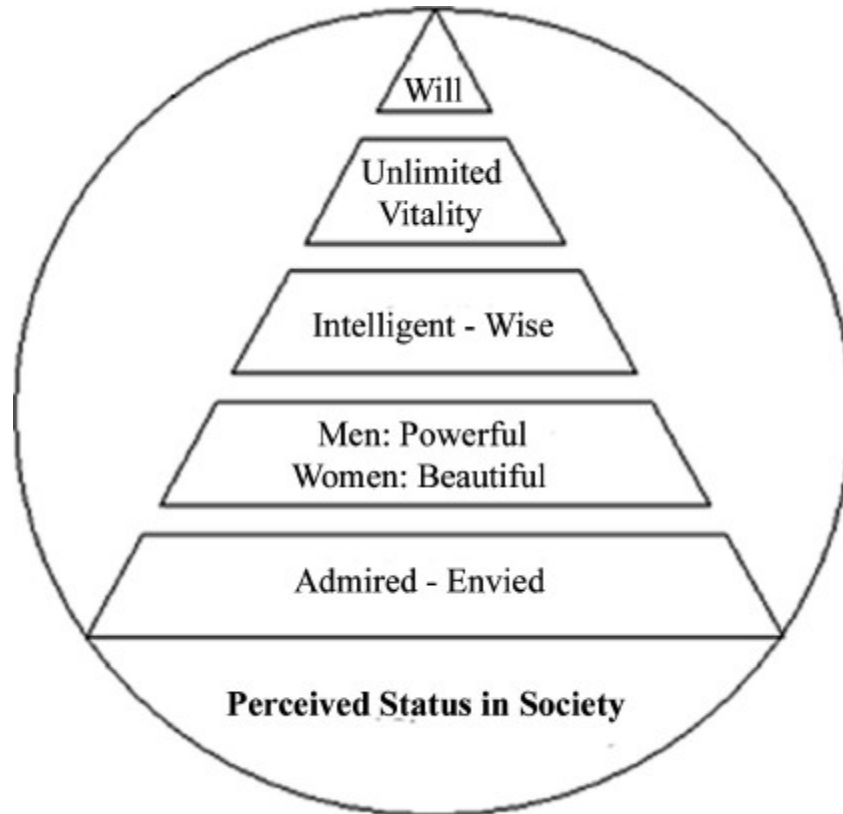


**Pyramid of Supremacy**  
21st Century Cognitive Needs  
*by Heinz Gisel*

Foundation of this Pyramid is Wealth: the Pinnacle of the Maslow Pyramid

Building on top of the Maslow Pyramid, we have more wants than needs that culminate in complacency and arrogance, and we exhibit compulsive behavior in upholding the highest level in what we consider: being in control over our own health. As long as we believe ourselves to be in control over all levels of the pyramid – typically at a very young adult age, when our bodies function flawlessly and are forgiving to excesses – we believe ourselves to be immortal. As in the Maslow pyramid, the higher needs only come into focus when the lower needs in the pyramid are satisfied. Once an individual’s attention has moved upwards to the next level, however, needs in the lower level still remain a priority. If a lower set of needs is no longer met, the individual will temporarily re-prioritize those needs by focusing attention on the unfulfilled needs, and do everything possible to re-establish and uphold the needs at the lower level. If that is not conveniently attainable – for instance, in a case of excess weight or obesity – the person typically ignores the lower level and emphasizes fame, power and even immortality.

However, we are subject to assaults at any time and at every level of the pyramid – and this is what U.S. healthcare is focusing on: quickly eliminate any sign of disruption of perfect function while the cause of the malfunction remains irrelevant. Prior to initial assaults, usually at late youth and young adult age, we believe that our destiny in the pyramid is the Top; we don’t even consider the possibility of a setback. Before disaster strikes, we don’t anticipate adversity; we live in “the Bubble Pyramid of Complacency”:



**Bubble Pyramid**  
of Complacency  
*by Heinz Gisel*

### **The Perfect State of Mind**

The mass media with all its advertisers strongly support and inflate our Bubble Illusion; in fact we get inundated with messages like: “you owe this to yourself,” or “because you deserve it.” At this stage, it is about luxury vacations, upscale cars and jewelry and other lifestyle enhancements. The “healthcare” industry is far from dormant at this stage. It is cashing in at all levels of the pyramid: breast augmentation, teeth whitening, potency enhancers, body piercing and plastic surgery are all procedures aimed at “increasing the value of the Person in society,” to make them more liked, more envied, more pursued and to boost their self-esteem.

However, a bubble by definition lacks firmness, substance, and permanence, the “Bubble Pyramid of Complacency” is an illusion and a delusion. The only lasting impact this bubble has is its transformation of society. As Maslow represented, the removal of a lower level has no lasting effect on the aspirations of the individual, thus we become unwilling or unable to accept anything but “the perfect state of mind.” It is exactly this notion that drives the pharmaceutical and medical industry; it is all and only about instant gratification.





**Aging Phobia Pyramid**  
 Post Bubble-burst State  
*by Heinz Gisel*

**The disillusioned State of Mind**

The amount of energy required to burst the bubble wholly depends on the person’s beliefs. Individuals who believe in Evolution are often devastated when they suddenly have to question their presumed control over the elements. Their bubble is ephemeral; it can implode by the mere realization of an imperfection, such as balding in men or wrinkles in women. It often spawns fears and irrational and disproportionate reactions, like seeking plastic surgery to radically reclaim youthfulness.

“We are, each of us, one person: We live in one world. We are happiest and most productive when we feel the fragments of our lives moving together toward some meaningful, transcendent purpose.” These are the words of the retired National Commander of the U.S. Salvation Army.<sup>4</sup> Those people, believing they are part of God’s creation and are descendants of Abraham, are cognizant of their mortality. And while they may not be ready or willing to die just yet, they anticipate illness as a normal regression in life. That, however, does not necessarily mean they willingly submit to it, and they are not blaming their Creator: “why me, why now?” – but generally, their reaction to a burst bubble is more temperate. It follows that Believers cope with aging and disease far better than Non-Believers, because they are less afraid. We know empirically that believing is conducive to healing.<sup>5</sup>

Evidently the anti-aging, health and beauty industry is well aware of where it can stir up and capitalize on the worst fears, and it is actively hyping phobia wherever it finds fertile ground. This can be easily ascertained by following the path of advertisers. What media posts the most outrageous claims and promises; what is the demographic targeting?

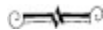
The pharmaceutical industry is no different: the U.S. TV ad breaks are dominated by deliberate fear mongering. The industry’s agenda is blatantly clear: feed on phobia to sell lifestyle drugs. A prime example is the Statin drug that – according to the industry – everyone should take to lower cholesterol – with the implied promise to preempt heart disease.<sup>6</sup> To drive

home the point, they want perfectly healthy people to take Statin drugs as what they call “preventive medicine.” However, that is just one example. The industry is far more aggressive and innovative when it comes to creating fear where there was none before. The industry is accused of inventing disease that never existed. The field of psychiatry has transformed childhood into a disease through the label of “ADHD,” the *Attention Deficit Hyperactive Disorder*,<sup>7</sup> and they lobby governments into mandatory vaccination where there is questionable efficacy – all by plundering fear factors.

Finally, we have to wonder to what extent our behavior is influenced by the constant onslaught of propaganda perpetrated by the media and its advertisers. It certainly seems that we are coerced into a victim role: as no individual in a somber state of mind would voluntarily submit to taking prescription drugs in absence of an acute disease, we are constantly reminded by the pharmaceutical company ads that we need to ask our doctor about a particular drug. They don’t stop there; they even peddle chemotherapy in TV ads to make it sound palatable and benign. All this, combined with aggressive promotion of elective surgical procedures like LASIK,<sup>8</sup> liposuction, gastric bypass, breast augmentation, dental implants, hair transplants, and many others, is leaving us in a state of involuntary denigration of our own health and body. We sort of treat it as a sum of parts where for each part there are spare parts available.

The obvious succession of this kind of health appraisal is the limitless indulging in unwholesome lifestyle enticements, from sexual practices to compulsive eating and drinking and everything in between, because we have been convinced that for every adverse effect, there is a drug or a replacement body part. Most visible is the disrespect to food and nutrition. We are led to believe it’s OK to live on junk food and supplement by popping some capsules.

## THE VICTIM SYNDROME



**We come to believe we are helpless to determine what is best for us and look to others to tell us what is right for us. This notion of ‘powerlessness’ allows us to play the self-pity game (poor me) and we are then able to abdicate responsibility for living our lives in a way we find satisfying. We can blame others and continually use excuses for not taking charge of our own destiny.**

*Gwen Nyhus Stewart,  
Beliefs and The ‘Victim’ Syndrome<sup>1</sup>*

A friend asked me to bring a party size of rotisserie chicken from an upscale fast food restaurant. I’m neither an avid chicken gourmet nor a frequent shopper at fast food places, and when I went there I didn’t know I was hungry. Anyway, when I entered to place my order, I suddenly realized that I hadn’t eaten the whole day, and the smell of roasted chicken was simply overpowering. Since I placed a large order and everything is made fresh, I had to wait a little while. So I spent the time studying patrons. There were some transients like me, but judging by their jargon, most of them seemed to be regular visitors. Their orders differed, but what they seemed to have in common was all this extra weight around their mid torso, and about a third of them looked 12 months pregnant. Needless to mention, the latter also ordered the largest servings, and they finished first.

In contrast, there was a family with two kids, all slim, smiling and good looking, sitting at a table, saying grace before eating slowly, talking and laughing and having fun. They cleaned up everything and left nothing behind.

The question seems almost redundant: who got the most nourishment from the food? So I decided to extend my observations to counting people passing through an airport terminal, and categorizing them by weight. It turned out to be unnecessary, because it was right on the statistics: 2 out of 3 people displayed an obvious need to lose weight, and 1 of the 2 had to reduce their circumference very significantly to get off the obesity category.<sup>2</sup> Not surprisingly, the airport terminals are home to major junk food chains, people are standing in line as if they were giving away food, and the people standing in line are generally not the slim ones.

Reminiscent of the legendary “Obedience to Authority” *Stanley Milgram’s “Milgram Experiment”* of 1961,<sup>3</sup> which holds that as long as you submit to a higher order, you are not responsible for your action, even if it inflicts pain and suffering - the scene seems to be governed by the “victim syndrome”: “because there is no other food available, I have to eat it, therefore I’m not responsible for my excess weight and health ramifications.” The fact that the victims are a majority<sup>4</sup> creates a very strong alliance of commiserates; this is where the natural societal regulatory mechanism ceases and the abnormal becomes the standard. This neologism then creates a new reality: the overweight becomes the mainstream and obesity the normal, I’m being consistently pitied because I’m perfect weight (according to text books), and everyone is urging me to eat more than I can cope with.

By the way, some people argued that the Milgram Experiment was flawed at that time, and the obedience rate would be significantly lower today. For this reason, Santa Clara University professor Jerry M. Burger replicated the study in 2006, with minor modifications imposed by the ethics committee. The results were sobering: 70% (versus 79% in the 1961 experiment) of the volunteers were willing to administer (simulated) painful electric shocks, as long as they were encouraged to do so by authority figures. It was particularly revealing that, contrary to expectations, the participants continued “to inflict severe pain” even after they witnessed a confederate refusing the experimenter’s instructions. Men and women participants, from 20 – 81 years of age, including all ethnicity groups and education levels, did not differ in their rates of obedience.<sup>5</sup> The studies, from the original Milgram Experiment through its later variants to today’s “Burger Experiment,” clearly demonstrate the herdlike human behavior, willing to do whatever we are told even if it hurts others, as long as we can justify our acts by the “I’m just following orders” cover. Milgram (1974)<sup>6</sup> argued that the key to obedience had little to do with the authority figure’s manner or style, that people would follow orders from an authority that they see as legitimate. Our culture socializes individuals to obey authority, such as police officers or government agencies like the FDA, FTC, EPA, USDA, SEC, and others, and we submit to becoming their mind-slaves and victims of their authority.

Unfortunately, the victim syndrome extends far beyond the bulging waistline. Let’s revisit Addison’s case: how is it possible that a highly educated manager in charge of hundreds of employees fails to assume responsibility for his own health? Worse yet, he readily submits himself to taking orders, and becomes totally obedient in swallowing whatever medicine he is being told to take. In no way, at any instance, would he have displayed a behavior like that at the company; he would speak up, challenge issues, and question the validity of any resolution before him. If one of his sales people had delivered promises but no results, year after year – would he have kept them? Hardly, and neither would the company have retained a manager who accepted anything he was being told as the truth.

Of course, Addison’s case is not unique but emblematic; there are millions of patients in the American healthcare systems who behave in the very same manner. We see very strong, outspoken people, who seem to magically log off their own system the minute they enter a

healthcare facility. There are men who were in command for the best part of their lives and they made everyone listen to them, but when they were hit with an illness, they morphed into a tortoise. At the time when doctors used to be artisans, concerned with curing disease, the patient had to follow orders. The patient had no other option than to submit to the doctor, as he had the knowledge and the patients didn't have access to the resources. Alas, we seem to have missed that things are different now, when the doctors' first resort is the prescription pad, and the drugs dispensed alter some functions in the body that will inevitably cause side effects that may be worse than the symptom they are thought to get rid of. Now there is no more justification to put up with the victim role, as everyone has access to the same printed and online resources as the doctor has. It follows that when we are prescribed a drug, we should first find out how this drug functions in the body. It is conceivable that we might choose not to take a drug that inhibits organ functions that are more important to us than the one the drug is supposed to fix.

Acting victims pay the high price of exploitation by industries that understand the phenomenon and prey on it: 30% of sick Americans report that their doctor did not review or discuss all of the medications they had taken in the last two years, according to reports published by National Coalition on Health care ([www.nchc.org](http://www.nchc.org)), while on average, every visit to a doctor's office results in more than two drug prescriptions being issued ([www.cdc.gov](http://www.cdc.gov)) and – interestingly – the most frequently prescribed type of drug is antidepressants! There is an additional reward for stepping out of the victim role: doing your own research may actually lead you to the cause of the problem, since only you know your history. The drug will only fix the symptom, at best.

## IN FOOD WE TRUST



**Mind and body are directly affected by our daily and cumulative food choices. The reason that whole foods are a much better choice than processed foods is because processing removes nutrients - the very reason we are wired to eat in the first place! You will see foods labeled “enriched” and “fortified”, which means artificial nutrients have been added back in.**

*Debra Augur, Holistic Nutritionist*

The United States of America is a well-organized nation where everything is normative, measurable, and standardized, food is no exception; there is the *Standard American Diet*, or “SAD,”<sup>1</sup> and a sad diet it is indeed. The word “*diet*” is derived from the Greek word “*diatia*” which means “*way of life*.” The food we eat is the way of life for the physical body.

Dying of an inadequate diet in a country that once was the breadbasket of the world, the land where there was a surplus of food, is unheard of in the annals of history! People classically died of plagues, famines, and wars, not of a poor and imbalanced diet, which is the case now. According to the online “*The World Factbook*” by the CIA.gov, life expectancy in the U.S. ranks a distant 47<sup>th</sup> among the nations of the world, behind Puerto Rico, Bosnia and Jordan; even though the U.S. is outspending every other nation in the world in healthcare, according to the National Coalition on Healthcare [www.nchc.org](http://www.nchc.org) web site. One hundred years earlier, the U.S. ranked number one in longevity. Since then, the cancer rate has increased 13 times.<sup>2</sup>

The first Surgeon General's *Report on Nutrition and Health* (to the Secretary of the Department of Health and Human Services) from over 20 years ago stated: “Food sustains us. It can be a source of considerable pleasure, it is a reflection of our rich social fabric and cultural heritage, it adds valued dimensions to our lives. Yet what we eat may affect our risk for several

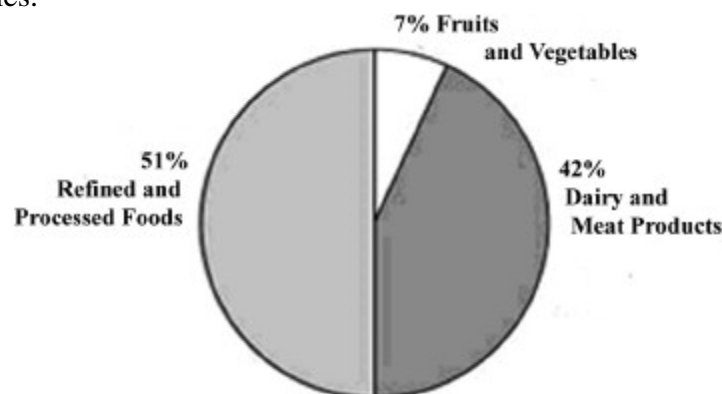
of the leading causes of death for Americans, notably, coronary heart disease, stroke, atherosclerosis, diabetes, and some types of cancer. These disorders together now account for more than two-thirds of all deaths in the United States. High intake of total dietary fat is associated with increased risk for obesity, some types of cancer, and possibly gallbladder disease. Epidemiologic, clinical, and animal studies provide strong and consistent evidence for the relationship between saturated fat intake, high blood cholesterol, and increased risk for coronary heart disease.”

When the report was first published in 1988 – it can be accessed in full length on the web from the *National Library of Medicine* – one quarter of all American adults were overweight. Obviously the recommendations in the report fell on deaf ears, because now, these numbers increased from 25% to 67%, according to government statistics: The U.S. *Department of Health and Human Services* set a national goal of reducing obesity in adults to 15% or less of the population in states by the year 2010. Clearly, this goal will not be met by any stretch of imagination – how could it, when food and nutrition changed to the worse, not better?

The *Center for Disease Control* “CDC” ([www.CDC.gov](http://www.CDC.gov)) rated the obesity for men in 2006 at 33.5%; for women at 35.3%; and for children at 16.3% - that is 1 of every 6 children! The report goes on to say: “This rate of obesity raises concern because of its implications for the health of Americans. Obesity increases the risk of many diseases and health conditions.” The CDC also wants to reduce the obesity rate in children to less than 5%, under the *Healthy People 2010* national health objectives. That target was set in the year 2000, and thus far the numbers have gone up, not down - we are waiting for that miracle to happen!

So what does the SAD consist of? *Extreme* is a good way to describe the diet that most people in America subsist on. Many people wouldn’t look at the standard American diet, and call it extreme; many would just call it normal. But if you look at the diet close up, we can see that it is pretty extreme, and certainly not healthy.

The Standard American Diet usually consists of a myriad of processed carbohydrates (cereals, breads, pasta, cookies, cakes etc.), processed meat products, and a too few fruits and vegetables. This diet is high in many things we don’t need, and low in most things we do need. It is full of hydrogenated oil (Transfat), HFCS (high fructose corn syrup), phytic acid, acrylamide, sodium nitrate, monosodium glutamate (MSG) and lacking in basic essentials such as vitamins, minerals and enzymes.



### **The Standard American Diet “SAD” Composition**

The SAD is only concerned with percentages of nutritional composition spelled out in the infamous “Food Pyramid”; but it is missing an essential element and major health factor: how should the food be consumed? In the words of the former Surgeon General Dr. C. Everett Koop: “Food can be a source of considerable pleasure...” What he means is that food is more than a

bunch of calories, the act of eating should be a cultural event. The way in which we prepare and eat food has a profound effect on its nutritional benefit in the body, as we will review later on.

Since 1988, no new Surgeon General *Report on Nutrition and Health* has been published, so let's analyze what that report has accomplished. That report was prefaced by Dr. Otis R. Bowen, Secretary, with the following plea:

“This Report reviews the scientific evidence that relates dietary excesses and imbalances to chronic diseases. On the basis of the evidence, it recommends dietary changes that can improve the health prospects of many Americans. Of highest priority among these changes is to reduce intake of foods high in fats and to increase intake of foods high in complex carbohydrates and fiber.

The evidence presented here indicates the convergence of similar dietary recommendations that apply to prevention of multiple chronic diseases. The recommendation to reduce dietary fat, for example, aims to reduce the risk for coronary heart disease, diabetes, obesity, and some types of cancer. This advice is not new. But it is now substantiated by a large body of evidence derived from many different kinds of research—a research base that is now even more comprehensive than was the case for the pioneering 1964 Surgeon General's Report on Smoking and Health.

The weight of this evidence and the magnitude of the problems at hand indicate that it is now time to take action. In the cause of good health for all our citizens; I urge support for this Report's recommendations by every sector of American society.”

The Surgeon General, Dr. Koop accentuated:

“This report was prepared primarily for nutritional policy makers, although the eventual beneficiaries of better nutritional policy will be the American People. I am convinced that with a concerted effort on the part of policy makers throughout the Nation, and eventually by the public, our daily diets can bring a substantial measure of better health to all Americans. I commend to them the recommendations of this Report.”

Since then, America has become a much sicker nation, obesity skyrocketed, healthcare costs became astronomical so that at least 1 in 6 Americans can't afford health insurance, while the fast food and pharmaceutical industries are thriving. The National Coalition on Healthcare ([www.nchc.org](http://www.nchc.org)) published this dismal forecast: In 2007, health care spending in the United States reached \$2.3 trillion, and was projected to reach \$3 trillion in 2011. Health care spending is projected to reach \$4.2 trillion by 2016. The U.S. spent 16% of GDP on health care in 2005, while 47 million Americans could not afford health insurance. The United States spends more on health care than other industrialized nations, and those countries provide health insurance to all their citizens.<sup>3</sup>

## THE EVOLUTION OF DETERIORATION



**...we have turned food from a blessing to, by virtue of our greed, into an enemy. We have become “The Fattest Nation On Earth” in the history of the human race.**

*H. Robert Silverstein, M.D., Hartford, CT*

Can it get much worse than that? Unfortunately, yes – and it will unless we turn the situation around before it is too late. How can it ever be too late? Thus far we have denatured food and stripped it of its nutrients for the sake of convenience and shelf life – this condition is dismal, but potentially reversible. Fruits, grains, pulses and vegetables were rationalized and reduced from

abundant varieties to just a few, a monoculture has been developed and an abundance of species has been sacrificed on the altar of corporate profits – *Chiquita's* Banana monoculture is a case in point, and the company's history reads like a thriller or war documentary.<sup>1</sup> Even that situation can still be turned around as long as the seeds of the ancient varieties are still available.

GMO Foods are an entirely different matter; here we are dealing with irreversible changes of plants' DNA that takes a while to notice how it affects the consumers.<sup>2</sup> When we finally learn what the ramifications of such foods cause – it is too late.<sup>3</sup> Then, one purpose to create such foods is to inhibit reseeding, so that the industry can sell new seeds every season – it doesn't take a fatalist to imagine global famine is in the making.

So now we know where we are in nutrition and “health care” and we may not like it. Actually, we may be inclined or determined to turn back the clock of our own aging, but also revert to the time when care was really delivered in a caring way. Then – if we can start over – we will probably do things different and treat our body as a holy temple instead of a trash container.

Evidently, at least some politicians recognized the need for change at least a generation ago. They designed and recommended specific action to lower obesity and degenerative disease – to no avail. Noticeably, the industry with its lobby groups was stronger than the political will, mainly because the public was oblivious to the issue and did not sign on to the agenda. This popular aloofness is of great concern. Is it ignorance or again the victim syndrome? Is the public at large just no more interested in eating as other activities have become more important, or has the food become such a convenience that we can eat on the go, all day long?

If we want to turn back the clock and press the Reset button at the desired position, we should review history from the beginning of the *Homo sapiens* species – to understand and rediscover – what the Inventor of Food had intended.

## IN THE BEGINNING – THERE WAS FOOD AND THE FOOD WAS GOOD



**The universe would be nothing were it not for life and all that lives must be fed. Animals fill themselves; man eats. The man of mind alone knows how to eat. The destiny of nations depends on the manner in which they are fed. The Creator, when he obliges man to eat, invites him to do so by appetite, and rewards him by pleasure.**

*Brillat Savarin (Anthelme) 1755-1826*

What does it matter and who cares where food comes from? It's here anyway, since thousands of years. Today, everything is different, and there is plenty of it. There must have been food at least since the first people on Earth, and probably much earlier to feed the dinosaurs. Since the latter are extinct, we are only reminded of them at the gas station, but the Human race is still thriving, and for its survival it is essential to revisit and understand the meaning of food in its original natural state.

There is much controversy about the age of the world and when exactly Adam and Eve lived. We can't find that answer in Scripture either, so it probably shouldn't really matter to us. However, we learned from historical sites and archeological findings, evidence that food was existent at least 12,000 years B.C. (according to scientist's beliefs) – and not just any food, but carefully prepared and celebrated food. Since it was delivered to us via wall paintings, etchings and in burial places, we conclude that food played a major role in the earliest cultures. Since the indication of early food cultures was found as far distant as in Japan and China, and we assume that people dispersed and migrated after they were given different languages at the Tower of

Babel (*Genesis 11:8*) – the Garden of Eden must have existed at least hundreds, but more likely thousands of years earlier.

By any account, it is of essence that the food as it was originally provided to mankind survived virtually unchanged for thousands of years; moreover, it perfectly served the Provider's intent to multiply human life and have it populate the world. That's not all, people appreciated food so much that they learned to combine and create wonderful and delicious feasts and banquets that contributed to building friendships, societies and cultures. What subsisted and evolved for millennia without Human interference is now under serious assault, and at the verge of being changed forever. Only a few decades ago, science and industry started tampering with God's creation, promising to improve on it - and politicians let them do it with impunity.<sup>1</sup> Are we wiping out in years what our ancestors developed in millennia? We will analyze the status quo later, but first, let's join the food journey from the beginnings through the ages.

While historians allude to all kind of artifacts about the role of food in early societal and cultural development, the only consistent, unequivocal written transcript on the ascent of food for Human development is found in the Bible. Scripture emphasizes the significance of food as early as in the first chapter of Genesis; in the Old Testament alone, we find food as subject in 257 verses. Food continues to be a subject matter 54 times through all the books in the New Testament, all the way through Revelations. Additionally, the Bible alludes to the nourishment properties of food specifically at nine locations.

It is well known that hydration is essential to life; we can live without food – as Jesus had demonstrated – for forty days, (*Matthew 4:2*) but not without water. It is not surprising then to find the words “drink” and “drinking” in Scripture in 385 verses. In contrast, the word “medicine” appears only once and “herbs” only six times. These numbers may vary slightly, depending on the translation, nevertheless there is awesome evidence in Scripture that God did not mean food to be a mere adjunct to sustain life – clearly, he wants us to enjoy it and use it as a means to build and nourish relationships. Otherwise, he could have endowed us with a single, colorless, bland semisolid substance for nutrition, or – as we do now – pop a few capsules or pills as meal replacements. Praise the Creator that he didn't!

God created food for the health and prosperity of Humans and all creatures he has given us dominion over to populate the world: “Be fruitful and increase in number; fill the earth and subdue it. Rule over the fish of the sea and the birds of the air and over every living creature that moves on the ground.” Then God said, “I give you every seed-bearing plant on the face of the whole earth and every tree that has fruit with seed in it. They will be yours for food. And to all the beasts of the earth and all the birds of the air and all the creatures that move on the ground—everything that has the breath of life in it—I give every green plant for food.” God saw all that he had made, and it was very good. *Genesis 1:28-31*

Herein lays the permission to use everything God bestowed on us for food, to use the abundant variety of his creation as we are neither confined to be vegetarians, nor to limit our diet to specific nutrients like proteins, carbohydrates or fats. Noah was told by God: “Everything that lives and moves shall be food for you. And as I gave you the green plants, I give you everything.” *Genesis 9:3*. He didn't give us any instructions, expressed or implied that we should strip any foods of one or more of its nutrients or segregate it into molecules. Remember the sentence: “God saw all that he had made, and it was very good”. He did not say, “OK, it's good enough for now but with a growing population there will not be enough for all and by that time mankind will have to improve on my creation.” In fact, all indications are – including Scriptural

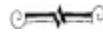


prophecy - that famine is imminent and is caused by human tampering with food, particularly GMO-inhibited reseeding and the forced elimination of plant varieties in favor of monocultures.

The Japanese food culture developed to its prominence from the notion that food is not just for the stomach but for the senses, the eyes, ears and sensory organs are an active part of enjoying and digesting food, but they didn't discover this fact: "And the LORD God made all kinds of trees grow out of the ground—trees that were pleasing to the eye and good for food." *Genesis 2:9*.

Did nature provide a perfect gourmet food with all the nutrients we need, for an ideal balance of blood sugar and insulin levels, providing energy to spare and great digestion? Absolutely. Not only that, the Creator even told us how to make it: "Take wheat and barley, beans and lentils, millet and spelt; put them in a storage jar and use them to make bread for yourself." (*Ezekiel 4:9*) A bakery in Southern California recreated this recipe, and trademarked their flourless, organic, complete protein, and sprouted whole grain "Ezekiel 4:9 breads."<sup>2</sup> While doing that, they made an interesting discovery, printed on their bread labels: "when these six grains and legumes are sprouted and combined, an amazing thing happens. A complete protein is created that closely parallels the protein found in milk and eggs. In fact, the protein quality is so high, that it is 84.3% as efficient as the highest recognized source of protein, containing all 9 essential amino acids. There are 18 amino acids present in this unique bread – from all vegetable sources – naturally balanced in nature."<sup>3</sup>

### **A BIBLICAL CONCEPT: STORE THE ABUNDANCE FOR A TIME OF NEED**



**The question of proper food preservation is one that is of vital interest to every consumer, but, unfortunately it is one that has recently been more or less befogged by partial and selfish commercial interests and by the heat of controversy.**

*The National Association for the Promotion of Public Health, New York, 1909*

Today's food industry is quick to claim that their destruction of vital nutrients in food is necessary to avoid the rotting of food, and that justifies radical measures like fumigation, irradiation, sterilization, pasteurization and chemical treatments. In reality, it's just all about maximizing profits with the least possible effort, and with utter disregard for the sustainable health of the consumers. Their real agenda becomes blatantly clear when we consider how hard they lobbied regulatory agencies to get permission to deceive and defraud the consumer: California Almonds are labeled "Raw Almonds" but they are pasteurized.<sup>1</sup> So if – as they claimed – the nutritional value is the same, why wouldn't they disclose the facts? Obviously, God didn't create food to kill us with its pathogens; rather, he endowed his early people with the wisdom to preserve their food. Here is the confirmation from the beginning of human development, when God instructed Noah what to bring to the ark for the survival of all species: "Two of every kind of bird, of every kind of animal and of every kind of creature that moves along the ground will come to you to be kept alive. You are to take every kind of food that is to be eaten and store it away as food for you and for them." *Genesis 6: 20-22*

Scripture doesn't explain how the food was preserved on the ark for the most part of a year, so we have to look for the evidence elsewhere. We should not be surprised that the food preserved in ancient times did not destroy its nutrients, but actually added flavor to it. Of course, the climatic conditions in the Middle East, together with the indigenous type of foods allowed preservation by natural sun drying. It is plausible that the crew of the ark, together with all the animals, could have survived simply on sun-dried foods; logistically, dried food is light and

space saving, and since it rained continuously, they had sufficient water to hydrate the food prior to cooking. Fish, meat, grains, pulses, peppers, herbs, seeds, dates, figs, all other fruits other than citrus were obvious easy choices. In Egypt, there was evidence found that tribesmen used sun drying to preserve fish as early as 12,000 years B.C.

Based on other ancient artifacts found in the region, we may presume that Noah's family had far more variety than dried food. Also in Egypt, archeologists found jars of honey that tasted perfectly delicious after thousands of years, and they used honey to preserve corpses. Alexander the Great had requested to be embalmed in honey after he died in Babylon in 323 B.C. Also, alcohol fermentation and wine making was known. One of the first things we learn about Noah's survival of the flood is that he grew wine and got drunk on it. It is not impossible that Noah's family consumed fermented milk product such as yogurt and cheese.

Pickling in vinegar and smoking food for preservation was also practiced in the earliest of times.<sup>2</sup> Needless to mention God was aware of our needs to preserve food, as he created seasons and regional produce: Nature ripens different foods for different seasons and climatic conditions, to become available when and where its specific nutrients are most needed: "as long as the earth endures, seedtime and harvest, cold and heat, summer and winter, day and night, shall not cease." *Genesis 8:22*.